REMARKS

Claims 61-66 are pending in this application. Claim 61 is independent. In light of the remarks made herein, Applicants respectfully request reconsideration and withdrawal of the outstanding rejections.

In the outstanding Official Action, the Examiner rejected claims 61-65 under 35 U.S.C. §102(e) as being anticipated by Ching (USP 7,260,785); and rejected claim 66 under 35 U.S.C. §103(a) as being unpatentable over Ching in view of Morris (USP 5,862,372). Applicants respectfully traverse these rejections.

Claim Rejections - 35 U.S.C. § 102

In support of the Examiner's rejection of claim 61, the Examiner asserts that the teachings of Ching are sufficient to anticipate all of the claim elements. Specifically, the Examiner asserts on pages 4-5 of the outstanding Official Action as follows:

Ching discloses

wherein said multimedia contents data is processed so that predetermined media data is reproduced in said reproducing unit of said data processing device at a predetermined time on the basis of said schedule describing unit ... (Abstract; Fig. 1, Col. 2, line 54 – Col. 3, line 59 – Ching discloses this limitation in that local stations can manually input with respect to certain time slots. A zone, defined cable or network operators in the area, sells a commercial in the local availability time. All network operators that are within the zone air local spots for that zone at that scheduled time.)

a predetermined input operation is received by said inputting unit of said data processing device at said predetermined time, ...(Abstract; Fig. 1, Col. 2, line 54 – Col. 3, line 59 – Ching discloses this limitation in that local stations may insert their local ads at an allotted time.)

and said data processing device carries out a process that corresponds to said predetermined input operation at said predetermined time on the basis of said input operation describing unit. ... (Abstract; Fig. 1, Col. 2, line 54 – Col. 3, line 59 – Ching discloses this limitation in that local stations may insert their local ads at an allotted time. After the local ads, the system then continues to broadcast national programs.)

Applicants respectfully disagree with the Examiner's characterization of this reference.

The disclosure of Ching is directed to a method and system for object retransmission without a continuous network connection in a digital media distribution system.

At Col. 2, line 54 – Col. 3, line 59, Ching discloses as follows:

In accordance with the present invention, a DMD system provides a complete end-to-end system that gives local cable or network affiliates the ability to provide local ads and announcement insertion together with the delivery of cable or network feeds. ...

A block diagram of a DMD in accordance with the present invention is illustrated in FIG. 1. As shown, the DMD includes three major components: a central site 10, a distribution network 12, and a receiver 14. Generally, receivers 14 are grouped into zones. All receivers 14 within the same zone play the same material at the same time, including all network programs, national spots, local commercials, announcements, etc. The central site 10 is the location for the digital encoding of MPEG-2 files from source video tapes, storage and management of digital files, management of receivers 14, and distribution of schedules and MPEG-2 files. Thus, the processing, analysis, distribution, and management of data occurs at the central site 10. The distribution network 12 is the mechanism by which the receiver(s) 14 receive program streams and digital spots. The data distribution is accomplished via various methods, such as a satellite and/or land-based distribution. The broadcaster may choose to have the program stream sent via terrestrial links (e.g., token ring, ethernet, etc.), while the spot insertion is sent via satellites or vice versa.

Each of the receivers 14 house a receiver server 16. By way of example, a suitable receiver server 16 includes a Pentium processor-based device with a hard disk for local storage and a video switch card (to switch between program and commercial insertion) running software including Windows NT, DMD programming, Lotus Notes client, Program Loader, and Symantec pcANYWHERE. These unattended, computerized systems receive the local insertion and provide As-Run file generation. The receiver server 16 is a video server that receives and stores digitized spots utilized for local insertion at the cable head-end. The receiver server 16 receives digitally encoded ads via satellite or other distribution network. These spots are decoded to an analog signal and inserted into the cable or network operator feed at scheduled times, i.e., into scheduled local availability times. The receiver server 16 can be customized in various configurations based on the number of output channels required, the type of output format (e.g., NTSC, PAL), the amount of local storage required (i.e., the number of spots on disk), the type of network (satellite or terrestrial), the type of trigger for spot insertion (e.g., time of day, VITC, cue-tome, VBI trigger), the audio format and connections (stereo, mini-XLR or XLR), the redundancy requirements (RAID, mirrored disks), and the preview channel.

By way of example, the following provides a sample process that illustrates an example of one process which the DMD solution can support. A zone, defined by cable or network operators in an area, sells a commercial in the local availability time. The videotaped segment for the commercial is digitally encoded. The digital material is scheduled for delivery to each receiver server 16 prior to broadcast. The playlist, digitized spots, and the broadcast program stream are sent, via satellite, to all of the receiver servers 16 within

the zone. All of the receivers 14 within the zone air the local spots for that zone at the scheduled time. As-Run logs are retrieved by the central site 10 from the receiver servers 16. As-Run logs are sent to the local markets, reviewed, reconciled, and customers are billed. Commercials and As-Run logs are then archived.

As can be seen from the above disclosure, Ching merely discloses that a playlist may be edited in order to schedule insertion of local ads and local programming at an allotted time.

In contrast, claim 61 requires "wherein said multimedia contents data is processed so that **predetermined media data is reproduced in said reproducing unit of said data processing device at a predetermined time** on the basis of said schedule describing unit, **a predetermined input operation is received by said inputting unit of said data processing device at said predetermined time,** and **said data processing device carries out a process that corresponds to said predetermined input operation at said predetermined time** on the basis of said input operation describing unit." As can be seen from the recitation of claim 61, <u>predetermined media data is reproduced in said reproducing unit at a predetermined time</u>. A predetermined input operation is received by said inputting unit of said data processing device at the same predetermined time. The data processing device carries out a process that corresponds to said predetermined input operation at the same predetermined time.

Ching merely discloses that a playlist may be edited in order to schedule insertion of local ads/programming at an allotted time. Ching fails to teach or suggest that predetermined media data is reproduced in the reproducing unit at a predetermined time. At that same predetermined time, a predetermined input operation is received. The data processing device carries out a process that corresponds to the predetermined input operation at the same predetermined time. For at least these reasons, Applicants respectfully submit that claim 61 is not anticipated by the teachings of Ching. It is respectfully requested that the outstanding rejection be withdrawn.

It is respectfully submitted that claims 62-66 are allowable for the reasons set forth above with regard to claim 61 at least based on their dependency on claim 61.

Conclusion

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all

presently outstanding rejections and that they be withdrawn. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance.
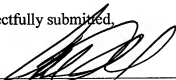
In view of the above remarks, Applicants believe the pending application is in condition for allowance.

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact Catherine M. Voisinet, Registration No. 52327 at the telephone number of the undersigned below to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Director is hereby authorized to charge any fees required during the pendency of the above-identified application or credit any overpayment to Deposit Account No. 02-2448.

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Respectfully submitted,

By
Catherine M. Voisinet
Registration No.: 52,327
BIRCH, STEWART, KOLASCH & BIRCH, LLP
8110 Gatehouse Road, Suite 100 East
P.O. Box 747
Falls Church, VA 22040-0747
703-205-8000